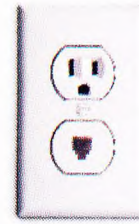




Re-birth announcement.

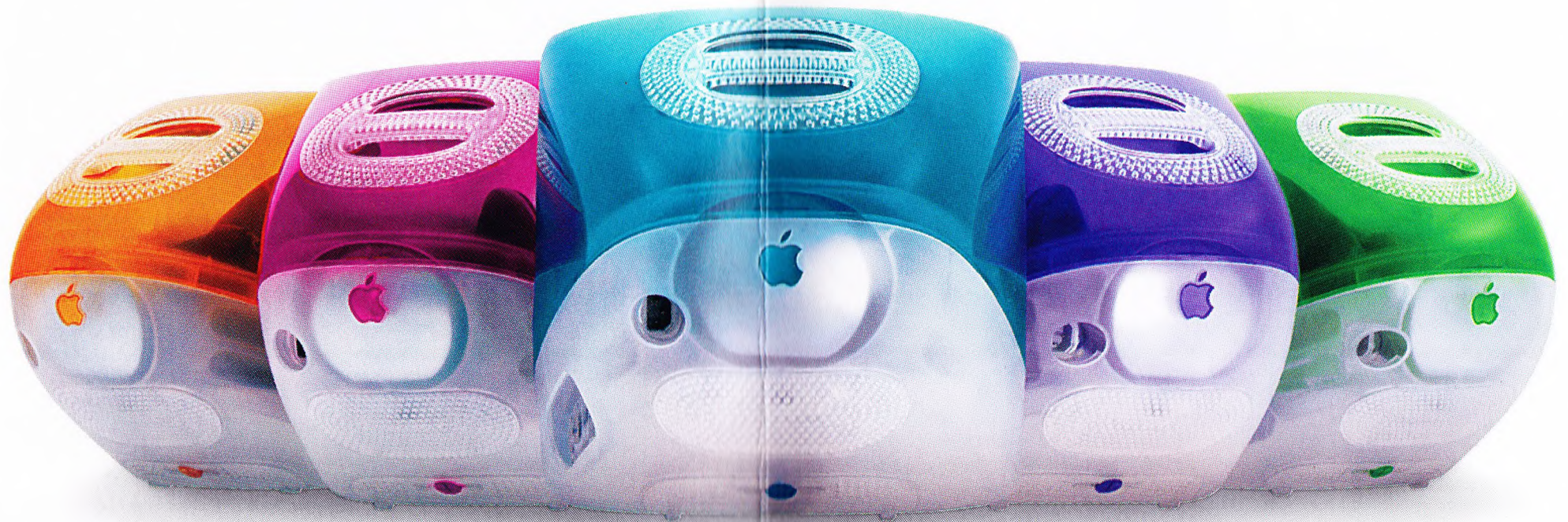
Presenting the all-new iMac.

Now everything you love about iMac is, well, more lovable. iMac has been completely redesigned inside and out, to be sleeker, smaller, friendlier, and faster.



**The easiest way
to connect to the Internet...**

Amazing, but true: 90% of all iMac owners are on the Internet.² And most of them got connected the very first day. That's because the iMac setup instructions are stunningly uncomplicated: Plug in, connect the phone line, and answer a few simple questions. Presto: instant Internet. Now you're sharing e-mail with friends and family. Shopping in places you never knew existed. Visiting the world's great museums. Exploring the universe. And because iMac comes with 30 days of free Internet access, you can be a fully certified Internet surfer just minutes after you take your iMac out of the box.





Play the classics...

With the iMac DV models, just slide a DVD movie⁴ into the slot-loading DVD drive and instantly turn your iMac into a personal movie theater. With its full-screen, high-res image, the show is positively cinematic—complete with heart-thumping sound, thanks to the powerful Harman Kardon built-in speakers. iMac gives you all the benefits of movies on DVD, including direct access to your favorite scenes and bonus material you won't find on traditional videos. iMac comes with everything you need to start watching DVD movies right out of the box. (Popcorn optional.)



...or make them yourself.

With the iMac DV models, it's easy to bring out your inner Spielberg. Just connect your DV camcorder to a built-in FireWire port and launch iMovie, Apple's new digital video editing software. Then digitally transfer your video footage into iMac and start directing: Rearrange scenes. Trim out the boring parts. Add effects, transitions, scrolling titles, even your own soundtrack.

Play your movie back full screen on your computer or your TV. Send clips to friends via e-mail—even post them on your web site. Or send your finished movie back through the camcorder to make VHS copies. Because it's digital video, your movie will always look and sound amazing.



AppleCare at your service.

Safeguard your iMac for three full years with the AppleCare Protection Plan. You'll benefit from a host of services, including powerful diagnostic software tools, online support, regular e-mail updates, and Apple's toll-free helpline. And for most problems, no problem: We'll fix your hardware for the next three years. You have the assurance of being helped by Apple-certified technicians using genuine Apple parts—and the reassurance of knowing that your iMac is covered. For more information, visit www.apple.com/support.



...is via AirPort.

The future of the Internet has definitely arrived. No strings attached. With Apple's new AirPort wireless networking, you can surf the Internet from any room in the house—without wires.

Just plug the AirPort Base Station into any convenient phone line. Then slip an AirPort Card into your iMac, and you're cleared for takeoff.³ Up to 10 iMac (or iBook) computers can surf the web simultaneously, share files, and enjoy multiplayer games. You can put your iMac wherever you want, and move it as often as you want.



All-new recipe. All-new ingredients.

iMac was delicious to begin with. Now it's even tastier. It's been completely reinvented, with three new models and loads of new features that make amazing things amazingly simple.

Because beauty is more than skin deep, we included a lightning-fast PowerPC G3 processor that outraces even the fastest Pentium III.¹ A built-in ATI RAGE 128 VR graphics accelerator with 8MB of graphics memory lets you play the most hyperrealistic 3D games with stunning detail. With FireWire and USB connections built in, adding your favorite peripherals is as easy as plugging in a lamp. And say goodbye to noisy fans. iMac doesn't have one. It's the world's quietest desktop computer.



iMac Specifications

Model	iMac	iMac DV	iMac DV Special Edition
Processor	350-MHz PowerPC G3	400-MHz PowerPC G3	400-MHz PowerPC G3
L2 cache	512K	512K	512K
Memory	64MB of SDRAM; supports up to 512MB	64MB of SDRAM; supports up to 512MB	128MB of SDRAM; supports up to 512MB
Hard drive	6GB Ultra ATA	10GB Ultra ATA	13GB Ultra ATA
Optical drive	CD-ROM drive	DVD-ROM drive	DVD-ROM drive
Display	15-inch (13.8-inch viewable)	15-inch (13.8-inch viewable)	15-inch (13.8-inch viewable)
Graphics	ATI RAGE 128 VR	ATI RAGE 128 VR	ATI RAGE 128 VR
Modem	Built-in 56K V.90	Built-in 56K V.90	Built-in 56K V.90
Ethernet	10/100BASE-T	10/100BASE-T	10/100BASE-T
AirPort ready	Yes	Yes	Yes
USB	Two ports	Two ports	Two ports
FireWire	—	Two ports	Two ports
Colors	Blueberry	Blueberry, Lime, Strawberry, Grape, Tangerine	Graphite

All models include keyboard and mouse, Mac OS with QuickTime, Microsoft Internet Explorer and Outlook Express, Netscape Communicator, EdView Internet Safety Kit Family Edition, AppleWorks, Quicken Deluxe, Palm Desktop, FAXstf, World Book Encyclopedia, Kid Pix Studio Deluxe, Adobe PageMill, Bugdom, and Nanosaur. DV models also include DVD Player software, *A Bug's Life*⁵ video on DVD, and iMovie.

www.apple.com

© 1999 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AppleWorks, FireWire, Mac, and QuickTime are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. AirPort, iBook, iMac, and iMovie are trademarks of Apple Computer, Inc. AppleCare is a service mark of Apple Computer, Inc., registered in the U.S. and other countries. Adobe is a trademark of Adobe Systems Incorporated. PowerPC is a trademark of IBM Corp., used under license. Other product and company names mentioned herein may be trademarks of their respective companies. Product contains electronic documentation. Backup software provided on CD-ROM. Internet use may require an ISP (fees may apply). Actual modem speeds lower. ¹Based on BYTEmark integer index processor scores. ²Based on U.S. customer survey. ³AirPort Card and Base Station not included. ⁴DVDs shown not included. ⁵© Disney/Pixar. Printed in the U.S. October 1999 104572A